



2020 Census

COUNTYWIDE OUTREACH COMPLETE COUNT COMMITTEE MEETING

July 23, 2020
9:30 am – 11:30 am



Call to Order

Avianna Uribe

Chief Executive Office (CEO), County of Los Angeles

Maria de la Luz Garcia

Mayor's Office, City of Los Angeles

Housekeeping



► Questions/Answers

- ❖ Type your questions in the Chat Box, located at the bottom left hand corner of your screen
- ❖ All questions will be answered from the chat box.
- ❖ Attendees will not be called on voice questions, however, you can email your question to census@ceo.lacounty.gov

► Review Agenda

- ❖ LA County Outreach, Response Rates, QAC/QAK and Communications Update
- ❖ Municipal Updates: Cities of Los Angeles and Norwalk
- ❖ Community-Based Organization Outreach: California Community Foundation/We Count LA Campaign
- ❖ School District Outreach: LAUSD and LACOE
- ❖ State of CA Complete Count Office
- ❖ U.S. Census Bureau Updates
- ❖ Questions/ Public Comments



BE COUNTED ✓

Los Angeles County Outreach Updates

Avianna Uribe
Chief Executive Office
Los Angeles County



Outreach Updates



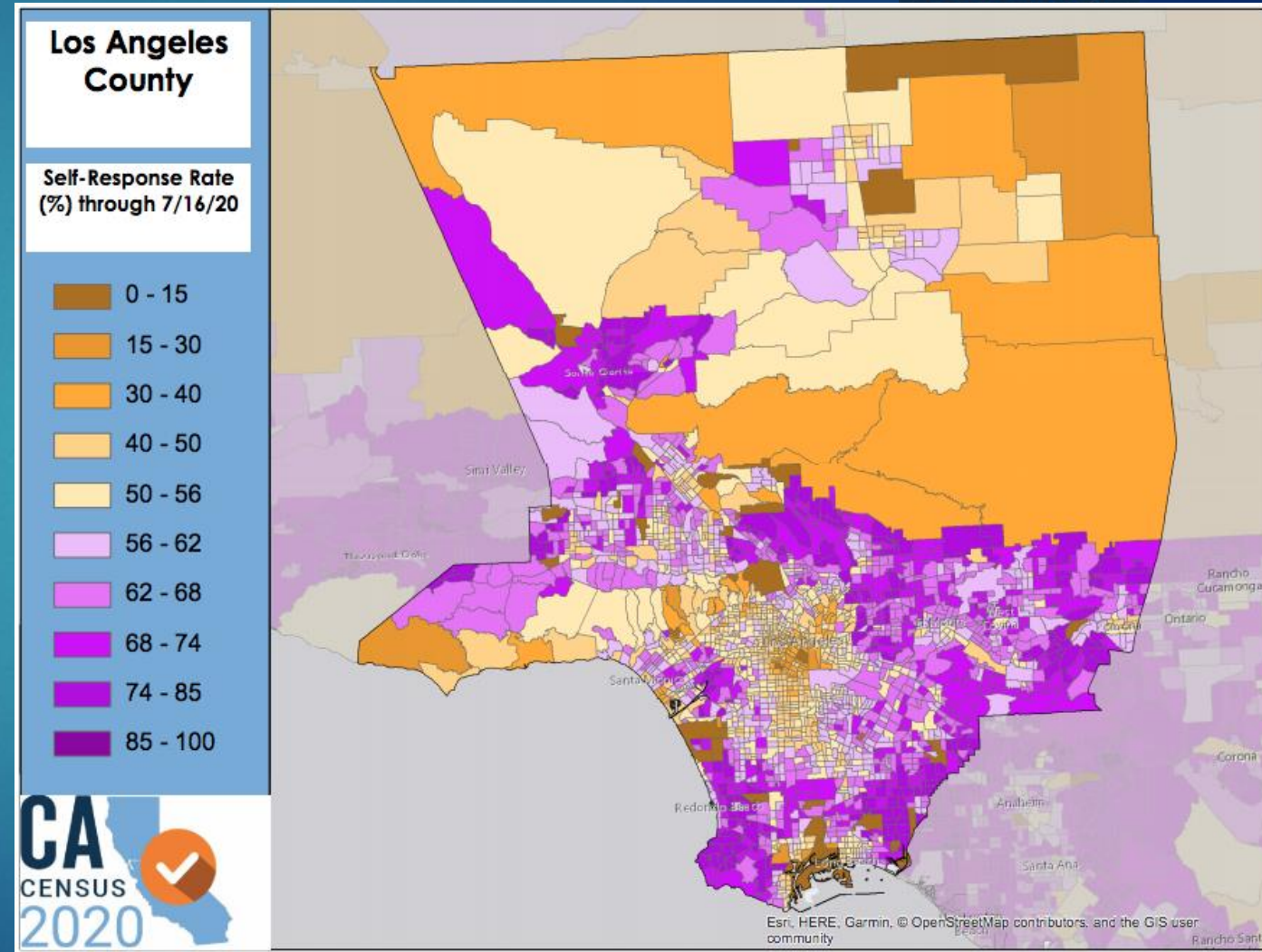
- Presidential Memo
- Health Orders and Outreach Activities
 - ❖ State Guidance on Resuming Outreach: <https://census.ca.gov/covid19/>

Los Angeles County Self-Response Rate Overview

(Data through July 20, 2020)



- ▶ Los Angeles County Overall Self-Response Rate: 58.5%
- ▶ National Self-Response Rate: 62.3%
- ▶ California Self-Response Rate: 63.4%
- ▶ Priority Cities & Unincorporated Areas with the Lowest Response Rates:
 - Avalon
 - Beverly Hills
 - East Rancho Dominguez
 - Florence-Firestone
 - Huntington Park
 - Industry
 - Lennox
 - Los Angeles
 - Malibu
 - Marina Del Rey
 - Unincorporated Antelope Valley
 - Willowbrook



Los Angeles County Self-Response Rate Overview

(Data through July 20, 2020) continued



- ▶ In the tracts in LA County with response rates lower than the Countywide Overall response rate of 58.5%, the following trends emerged in these tracts:
 - ▶ **Lack of Broadband Internet**: In 15.6% of the of the tracts below the Countywide rate, 40% or more of the households do not have broadband internet. (Compared to 8% of tracts Countywide), **More Households Live in Multi-Unit Buildings** (avg 49.0% vs. 36.6% Countywide), **More Renters** (avg 68.0% vs 53.3% Countywide), and **More Crowded Households with over 1.5 people per room** (avg. 8.1% vs 5.3% Countywide)
- ▶ These variables are more evident in the **25% of tracts in LA County with the lowest response rates (median tract response rate of 46.4%)**:
 - ▶ **Lack of Broadband Internet**: In 24.4% of the of the lowest responding tracts, 40% or more of the households do not have broadband internet. (Compared to 8% of tracts Countywide)
 - ▶ **More Households Live in Multi-Unit Buildings** (avg 52.4% vs. 36.6% Countywide), **More Renters** (avg 72.4% vs 53.3% Countywide), and **More Crowded Households with over 1.5 people per room** (avg. 9.8% vs 5.3% Countywide)
 - ▶ Additionally, these lowest responding tracts have **More Non-High School Graduates** (avg 32.9% vs. 22.6% Countywide) and **More Limited English Proficiency** (avg 19.2% vs. 13.8% Countywide)



QAC/QAK Update

*Marcha Stevenson,
Chief Executive Office
Los Angeles County*



BE COUNTED ✓

County of LA Campaign Progress-to-Date 7/23/20

Rachel Estrada
CEO Countywide Communications
Public Affairs, Chief Program Specialist



Communications Approach



▶ Work together

- ▶ Support cities and county departments in engaging residents
- ▶ Align with census outreach at national, state and local level

▶ Drive responses

- ▶ Directly encourage residents to be counted
- ▶ Focus on hard-to-count communities

Digital Promotion to Get Out the Count



- ▶ Developed an online digital toolkit with ready-made resources for cities and county departments to promote the census
 - ▶ Facebook, IG, and Twitter posts
 - ▶ Email templates, fact sheets and videos
 - ▶ Content in 12 languages
 - ▶ New content updated weekly



LA County Census 2020



We are pleased to present this Be Counted Digital Toolkit!

The County of Los Angeles is launching a comprehensive outreach campaign to drive participation in the 2020 Census. This toolkit is a resource for local cities within the County, along with County Departments, who are committed to promoting awareness and participation among residents about the census. It allows us to maximize our efforts by aligning our message and amplifying it to our communities.

[Want to return to the County website? Click here.](#)

Digital & Social Media Tools



CENSUS2020 BE COUNTED!



WHAT IS THE CENSUS?

The U.S. Census is a national population count that takes place every 10 years. LA County's goal for the 2020 Census is to count all its residents, regardless of age, race, ethnicity or citizenship status.



THE CENSUS HELPS IMPROVE OUR COMMUNITIES

Information provided by completing your census survey helps decide how much federal funding your community will receive for schools and classrooms, hospitals and clinics, affordable housing, roads, child care centers and senior service programs.




More people counted means more money for your community over the next 10 years.

3 THINGS YOU NEED TO KNOW

- Everyone must be counted!
- The census helps make our communities better places to live
- The census is private



THE CENSUS IS PRIVATE


Under current census laws, your responses are kept confidential and can only be used by the government to produce statistics.



THE CENSUS HELPS FUND SERVICES WE NEED NOW MORE THAN EVER TO COMBAT CORONAVIRUS:

- ✓ HOSPITALS
- ✓ EMERGENCY SERVICES
- ✓ MEDICAL ASSISTANCE PROGRAMS





lacountyparks • Follow

lacountyparks Coronavirus is a concern for all of us. Filling out the census helps ensure the health services our communities depend on to fight this disease, like hospitals and emergency services, have enough resources to support us. Learn more on how to be counted: <https://census.lacounty.gov/census/>

16 likes

APRIL 18

Add a comment...



모든 사람이 반드시 집계되어야 합니다!




Everyone needs to be counted!

#2020Census가 어느 세 다가오고 있습니다. 센서스 인구조사에는 시민권이나 이민 신분과 상관없이 모든 사람이 집계되는 것이 중요합니다. 수집된 데이터를 통해 우리 지역 사회에 필요한 학교와 병원, 대중교통 같은 주요 서비스를 위한 기금을 받을 수 있습니다.

Download

สำมะโนประชากรคืออะไร?

สำมะโนประชากรแห่งสหรัฐนั้นเป็นการนับจำนวนประชากรที่อาศัยอยู่ในประเทศทุกๆ 10 ปี เป้าหมายของมลรัฐลอสแอนเจลิสสำหรับการทำสำมะโนประชากรครั้งนี้คือการนับจำนวนผู้อยู่อาศัยในมลรัฐได้ทั้งหมด ทุกอายุ เชื้อชาติ ชนชาติ และสถานะพลเมือง





更多人被统计在人口普查内 = 您的社区将获得更多资金!



Hilda Solis @HildaSolis · Apr 8

美國人口調查是每 10 年舉行一次的全國性的人口統計。更多人被统计在內將使聯邦政府提供更多資金。到底怎麼算? 了解如何參與 #2020Census, #BeCounted 請到 census.gov



센서스 인구조사는 비밀이 유지됩니다



Hilda Solis @HildaSolis · Apr 8

작은한 #2020Census 만식 100% 비밀이 유지된다는 것을 알고 계십니까? 현재 연방 인구조사법에 따라, 여러분의 응답은 기밀로 유지되며, 정부가 통계를 사용하는 데에만 사용될 수 있습니다. census.gov

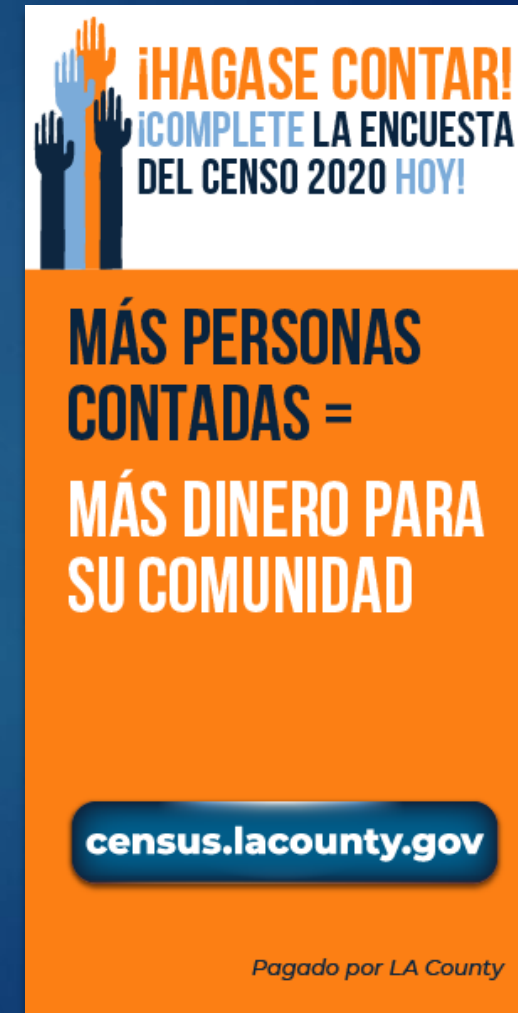
Social Media Paid Advertising

► June:

- Reached total of **826,461 devices** at a frequency of 8.73 impressions per device and **9,867,929 impressions**
- Overall video completion rate on programmatic is very strong, with a **60% average VCR across all tracts and creative concepts.**

► July:

- Reach has garnered **3,297,010 impressions** to date
- Total reach has continued to increase, with reach on Facebook growing to **57,396 hard-to-count individuals** receiving average of 18.47 ads each.



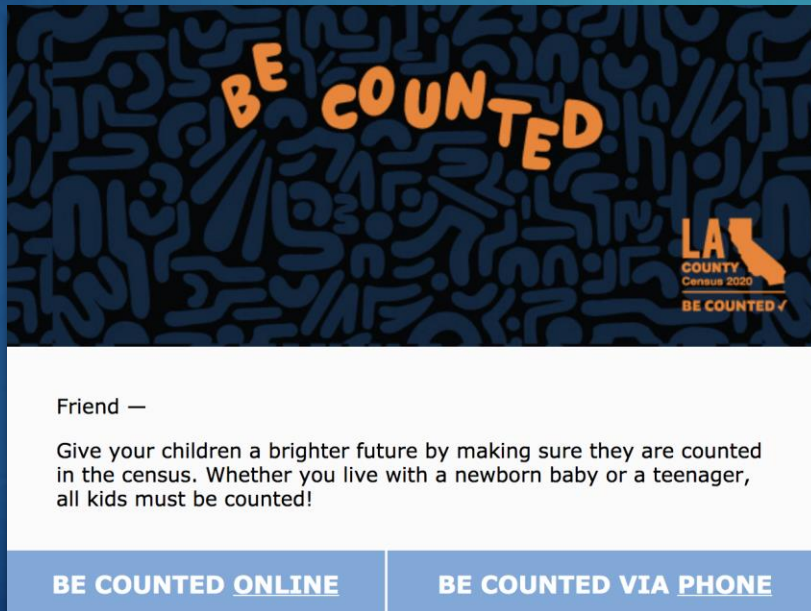
Census Day of Action – June 17



Engaging County Departments



- ▶ Partnering with County Departments to disseminate targeted census communications to their audiences, reaching more than 300,000
 - ▶ DPSS: More than 200,000 email recipients across multiple list serves
 - ▶ WDACS: 50,000 email recipients
 - ▶ Libraries: 50,000 email recipients



Hola,

Hoy, más que nunca, es importante participar en el censo debido al riesgo que enfrentamos por el coronavirus.

¿Sabía que el censo ayuda a determinar cuántos recursos reciben los hospitales y servicios de emergencia que necesitamos para ayudar a combatir el virus?

Participe en el censo hoy y ayude a su comunidad por los próximos 10 años.

Printed Materials



- ▶ **Leveraging existing County programs to disseminate print materials**
 - ▶ Included bilingual census postcard in 25,000 LA County Food Bank meal kits
 - ▶ Distributing flyers to 4,000 Project Roomkey participants across the County to engage Angelenos experiencing homelessness

DO YOUR CENSUS!
COMPLETE YOUR 2020 CENSUS FORM TODAY!

MORE PEOPLE COUNTED = MORE MONEY FOR YOUR COMMUNITY
Being counted in the census means better schools, hospitals, parks and roads for your community. Help your children. Help yourself. Take ten minutes to fill out your census form!

COMPLETING THE CENSUS IS EASY!
Complete your census form today online at my2020census.gov or by phone at **1-844-330-2020**.

EVERYONE COUNTS!
Everyone who lives with you must be counted — including infants, children, friends, relatives, and roommates.

The census is private. Under current census laws, your responses are kept confidential.

BE COUNTED!
COMPLETE YOUR CENSUS FORM TODAY TO PROTECT VITAL SERVICES

More people counted in the census means more money to end homelessness. Census data helps fund services in LA County:

- Emergency shelter, such as Project Roomkey sites
- Housing
- Food
- Job referrals and counseling
- Health services

Reaching Residents at Home



- ▶ **Potent combination of direct mail and paid digital ads**
 - ▶ Distributing a second bilingual postcard to 500,000 households in HTC communities
 - ▶ Targeted paid digital ads to same households for 1.5 weeks prior to mailing


Do Your Census 2020 Form Today!

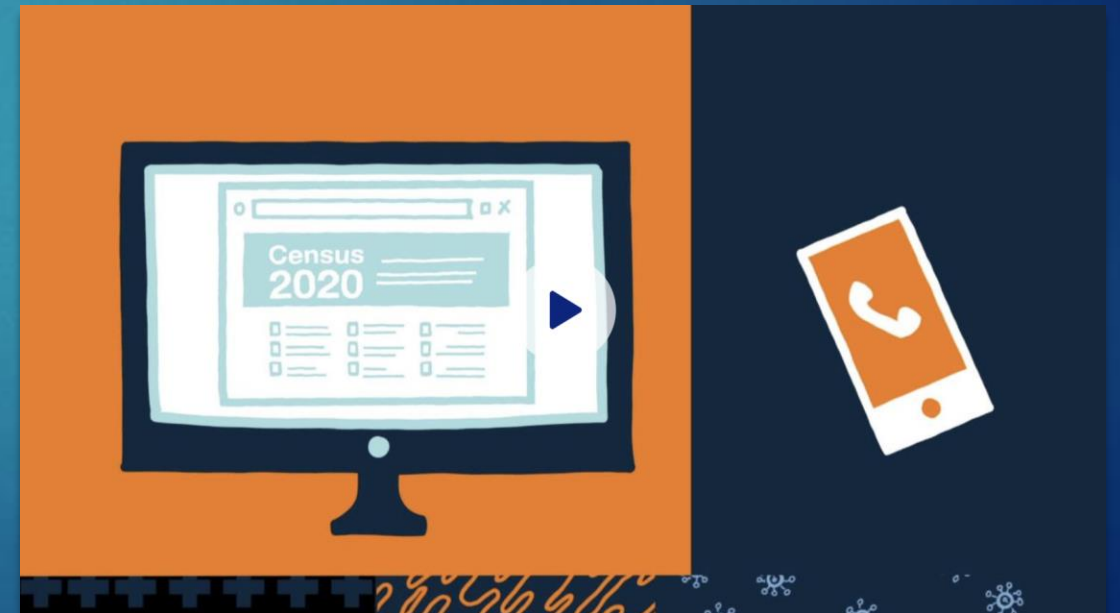
Help our community fight emergencies like COVID-19.

Funding for hospitals depends on how many people fill out the census form. **Not completing your census is like throwing money away.**

Take 10 minutes online at my2020census.gov or by phone at **1-844-330-2020**.

- ✓ Everyone who lives with you must be counted — including infants, children, friends, relatives and roommates.
- ✓ **The census is confidential.** Any information provided is protected by law and it is illegal for it to be shared.
- ✓ **Your immigration status doesn't matter.** EVERYONE must be counted in the census.

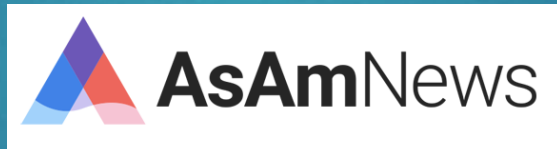




Creating Visibility through Media



- ▶ **Hosted ethnic media briefing on June 16**
 - ▶ Secured media representation from key multicultural markets including 28 African American, Latinx and API outlets
 - ▶ Resulted in 24 print, broadcast and online coverage pieces across African American, Chinese, Vietnamese, and API-English segments

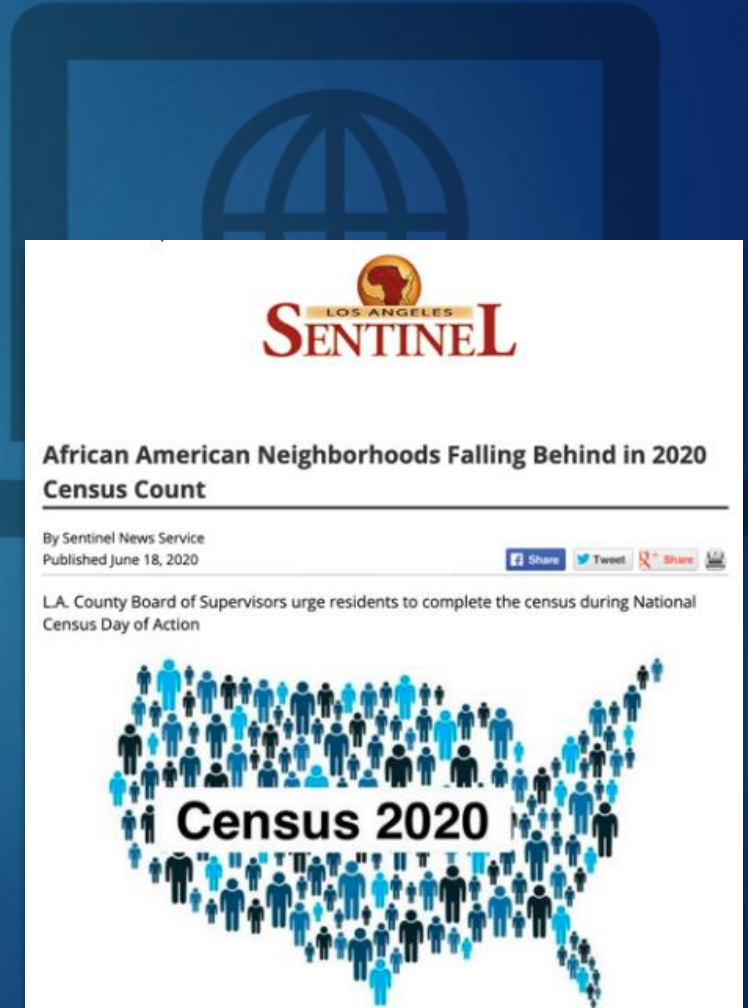


CENSUS 2020: Historically Low Response Rates, Asians In LA County Urged To Complete The Census



UNREST, PANDEMIC UNDERSCORE IMPORTANCE OF CENSUS COUNT

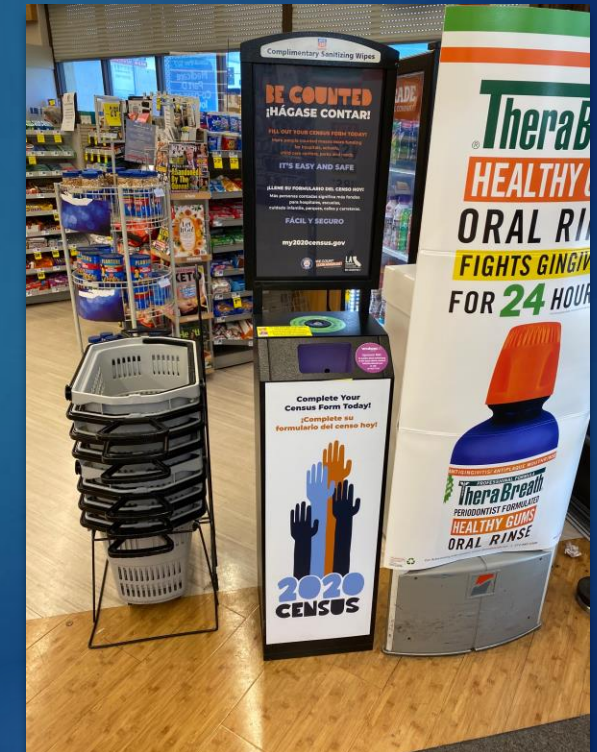
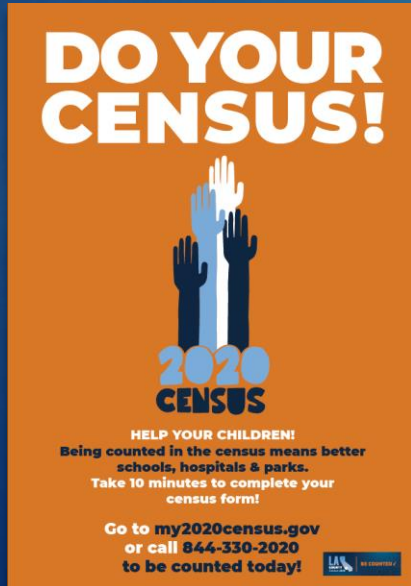
Jason Tajima of L.A. County CEO Census unit urges JAs to fill out Census form.



Grocery Store Promotion



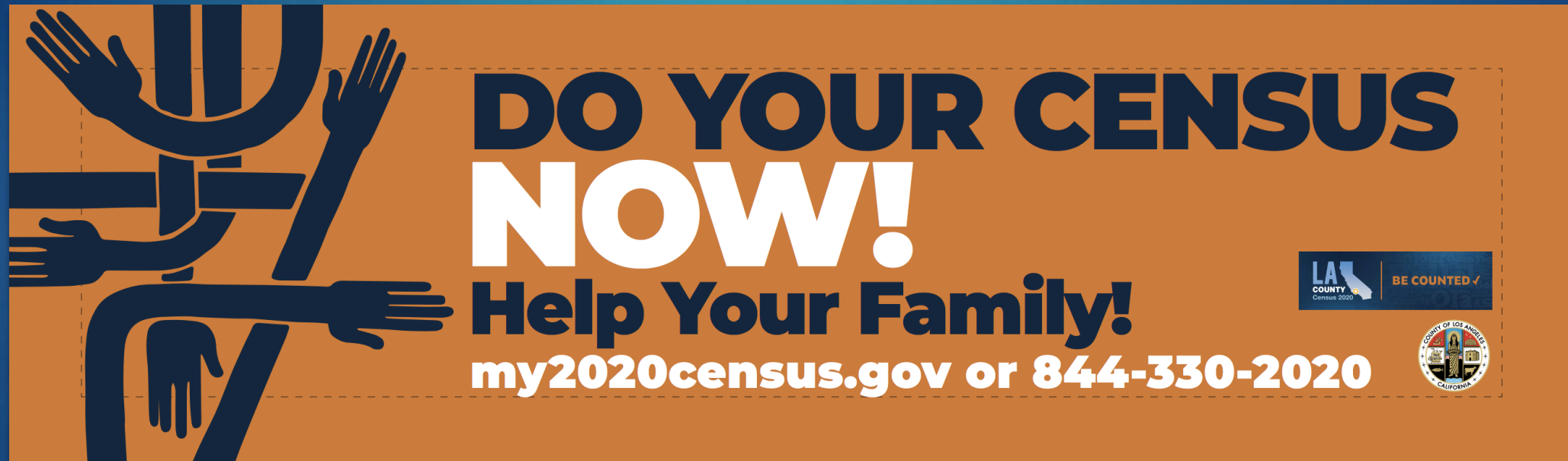
- ▶ Partnership between State of CA, County of LA, and CA Community Foundation
 - ▶ Entryway posters at 37 supermarkets & 286 convenience stores
 - ▶ Focus on independent retailers like Baja Ranch along with mini-markets and carnicerías
 - ▶ Branded hand-sanitizer kiosks at 200 stores locations



Outdoor Visibility



- ▶ Metro LA partnership
 - ▶ 50 “bus tail” posters



LA City Update

for Countywide Outreach CCC meeting on July 23, 2020



Census Goodwill Ambassadors 2.0

Upcoming Virtual Trainings

- To activate CGAs through the remainder of the NRFU period and beyond the 2020 Census
- CGAs will receive an update on the 2020 Census, be trained on COVID 19 response, recovery, messaging, and learn how to use the Know your Community platform on the City's data portal

CGA Training 2.0 Schedule

(Click on Registration Links Below)

July 27, 2020	6:00 PM - 7:30 PM	<u>Pico-Union/Westlake</u>
July 28, 2020	5:00 PM - 6:30 PM	<u>Koreatown</u>
July 29, 2020	6:00 PM - 7:30 PM	<u>Hollywood/East Hollywood</u>
July 30, 2020	5:00 PM - 6:30 PM	<u>North Hollywood</u>
July 31, 2020	6:00 PM - 7:30 PM	<u>Wilmington/Harbor City</u>
August 3, 2020	5:00 PM - 6:30 PM	<u>North Hills East/Panorama City</u>
August 4, 2020	6:00 PM - 7:30 PM	<u>Pacoima</u>
August 5, 2020	5:00 PM - 6:30 PM	<u>Eastside</u>
August 6, 2020	6:00 PM - 7:30 PM	<u>Northeast LA</u>
August 7, 2020	6:00 PM - 7:30 PM	<u>South LA/Watts</u>

Remote Phone Bank Operation

Phone Banking Calls Made



Our calls have been up-and-down for the past several weeks, with 2,201 calls made the last week of June, then 876, and now 1,678 calls this past week.

To date, we have over 100 active volunteers, and have made over 49,000 calls to hard-to-count communities across Los Angeles.

We need help recruiting more volunteers! **We've partnered with Paramount Studios, CHIRLA, Black Women for Wellness, and are looking for more partners!**

Census Flyer Distribution at Urban Partners LA



On Saturday, July 11, 2020 joined by Mayor Garcetti, we distributed approximately **1,000** census flyers and face coverings to needy families in the Koreatown/Westlake neighborhood.



To date, we've distributed over **106K** census flyers to food pantries, shelters, grocery stores, soup kitchens, and community organizations.

To request collateral materials like flyers and posters, please contact **Ara.An@lacity.org**

Census Canvassing Event in South Los Angeles

Saturday, July 18th, 2020 in South LA (Trinity Rec Center)

- Census Goodwill Ambassadors distributed face coverings and door-hangers to households in census tract 2240.20 in the Historic South Central Los Angeles neighborhood.
- Set up a pop-up COVID-19 testing site
- Volunteers received a \$5 dollar gift card, t-shirt, water bottle and a swag bag!
- Potable water truck made available by DWP
- Visited about 800 households.



Future Canvassing Events



- We are organizing canvassing events in the Eastside, NE San Fernando Valley, Harbor/Wilmington and Northeast Los Angeles.
- Canvassing will take place on August 1-2 and August 8-9.
- Join us and/or help us recruit volunteers: [Census.lacity.org](https://census.lacity.org).

Mobile Questionnaire Assistance in Watts

On Friday, July 24, 2020 at Watts Labor Community Action Center Parking Lot, 10-2 PM

- Join us! or help spread the word!
- We will have tablets on site for mobile response
- Drive-thru and walk-up available
- \$10 gift card available while supplies last

This event is a partnership between: Mayor's Office, Councilmember Joe Buscaino's Office (Council District 15), Children's Institute, Watts Labor Community Action Committee, and Watts Neighborhood Council.

WATTS: LET'S GET COUNTED!



**Get a
\$10 gift card
while supplies
last**

Friday, July 24, 2020
10 a.m. – 2 p.m.
Watts Labor Community Action
Center (WLCAC) Parking Lot
10950 S Central Ave.
Los Angeles, CA 90059
Mask/face covering required.

Drive-thru and walk-up available.



Self-Response Activation Events




If you would like to discuss partnering on a self-response activation event in the future (while adhering to public health guidelines), let us know!

These are events where residents could come to a fun community event, learn more about the importance of Census 2020 and respond to the questionnaire on a tablet.

Please contact: Bobby.Kobara@lacity.org

Marketing and Communications

Social Press Kit: thesocialpresskit.com/lacitycensus



Los Angeles! It's time to be counted!

L.A. City Census 2020 Initiative

Census social media and outreach toolkit

DESCRIPTION
We're looking for social media and outreach folks to help us reach a community that has been less than enthusiastic about the 2020 census. By the way, if you're a fan of the Mayor's Office, you can also reach out to Mayor L.A. City Council.

TOOLKIT
May-June 2020

English July and August posts | Spanish July and August posts | June 17 Community of Action tweets | Additional posts

Videos | **Add and link**

FACEBOOK POSTS

Programs census data is used for | Counting for Dollars California report

Counting for Dollars 2020
The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT


COUNTING FOR DOLLARS 2020: CALIFORNIA
Allocation of Funds from 55 Large Federal Spending Programs
Based on Data Derived from the 2010 Census (Fiscal Year 2015)

Total Program Obligations: **\$115,133,486,972**

Program	Dept.	Obligations	Program	Dept.	Obligations
Medicaid (Medicaid)	HHS	\$31,180,241,413	Medicaid (Medicaid)	HHS	\$31,180,241,413

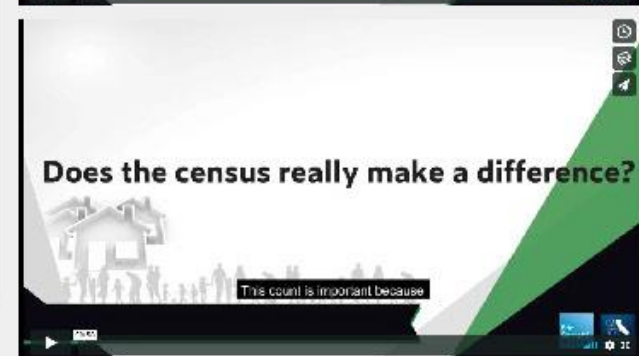
Table 1: Federal Assistance Distributed Using Census Bureau Data in Fiscal Year 2015

CFDA number ¹	Program Name	Federal Executive Department or Agency ²	Fiscal Year 2015 Funds
93.778	Medical Assistance Program	HHS	\$311,805,241,413
10.551	Supplemental Nutrition Assistance Program	USDA	\$21,035,286,000 *
95.774 (part)	Medicare Part B Physicians Fee Schedule Services	HHS	\$70,300,000,000 **
20.205	Highway Planning and Construction	DOT	\$38,470,013,855
84.063	Federal Pell Grant Program	ED	\$29,910,084,438
10.555	National School Lunch Program	USDA	\$18,915,944,292
93.558	Temporary Assistance for Needy Families	HHS	\$17,225,738,001
14.871	Section 8 Housing Choice Voucher	HUD	\$15,761,488,440 *
84.010	Title I Grants to Local Educational Agencies	ED	\$14,250,154,251
84.027	Special Education Grants to States	ED	\$11,382,985,800
93.600	Head Start	HHS	\$8,538,887,761



Can you skip questions on the census?

What happens if you don't wanna say something on the census?



Does the census really make a difference?

This count is important because

Marketing and Communications

Partner with us for events

Next Census Day of Action is July 28

#2020Census tweetstorm

Wednesday, June 17
at noon, share tweets
about the census using
#OurPowerOurCensus



Canvass with us in
South L.A.

Saturday, July 18, 1 p.m.

Email: Bobby.Kobera@lacity.org for more details.

All volunteers will receive a t-shirt bag with a gift card and Personal Protective Equipment (PPE).



Digital 2020 Census outreach guide

Use social media, reach your friends and family to respond to the census, learn more ways to spread the word.



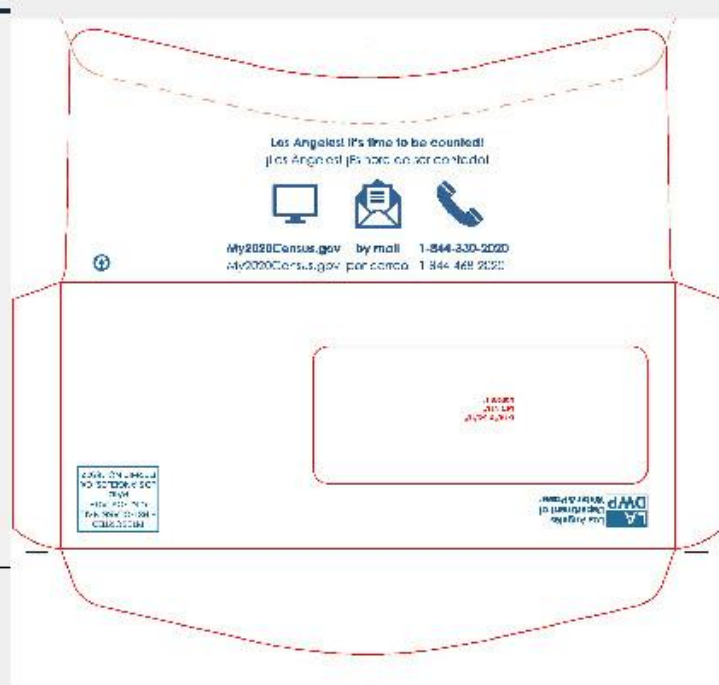
Ask a Librarian **LIVE**



LOS ANGELES PUBLIC LIBRARY

Marketing and Communications

City department outreach examples



Marketing and Communications

Content and printed materials requests



For special design requests, content suggestions, etc. email Kimberly.Briggs@lacity.org

To request free collateral materials mailed to you, email Ara.An@lacity.org

Thank you

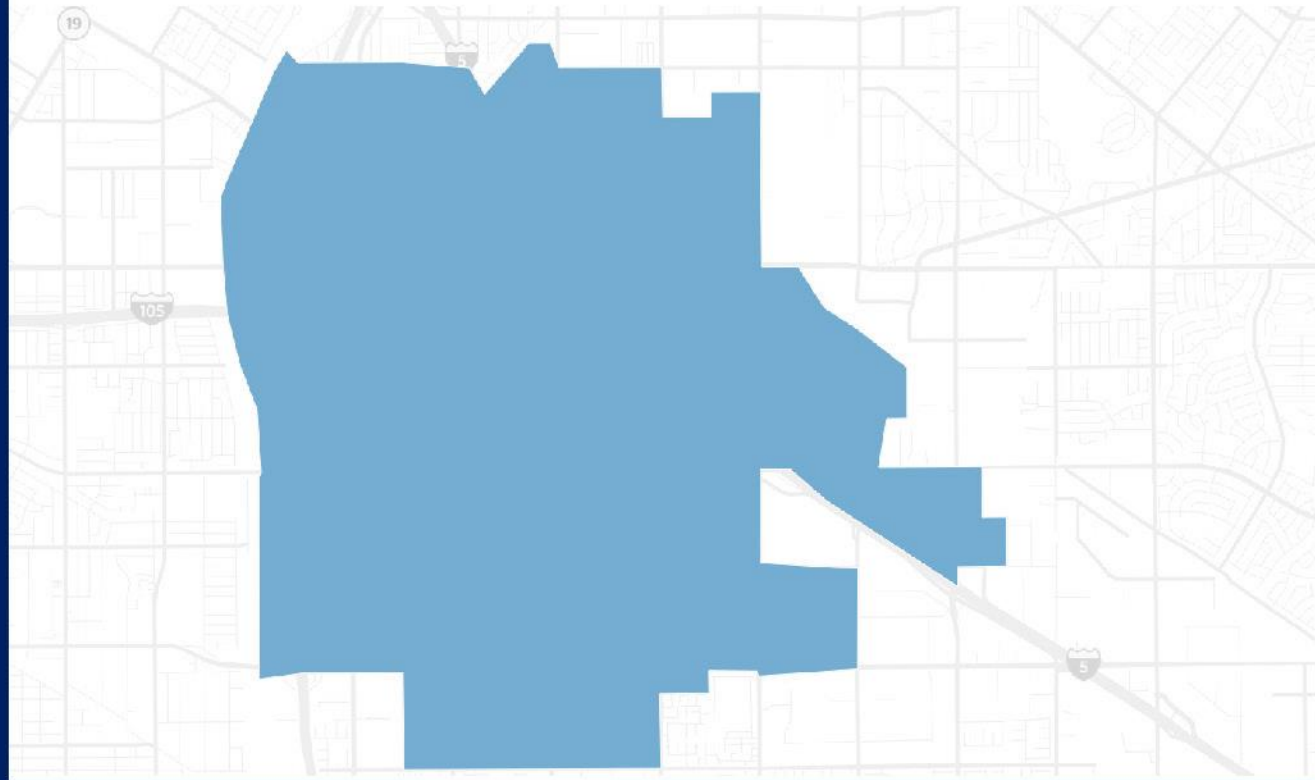
Everyone Counts Todos Cuentan!

Norwalk 2020 Census Campaign

CENSUS RESPONSE RATE

California
Self-Response
63.2%

Norwalk
Self-Response
65.7%



CAMPAIGN DURING COVID-19

- **Traditional Marketing**
 - Utility Mailer
 - Article, Monthly Newsletter
- **New Marketing**
 - Strategic, Bilingual Social Media Posts
 - E-blast Employees
- **Non Traditional Marketing**
 - Vehicle Magnets
 - Virtual Easter Egg Hunt, Prizes
 - Food Pantry Bags
 - Senior Wellness Calls
 - Senior Food Delivery Meals
 - Drive-Thru Vaccine Clinic
 - Parade

CENSUS CAMPAIGN UPDATE

Instagram Story and Direct Mailer

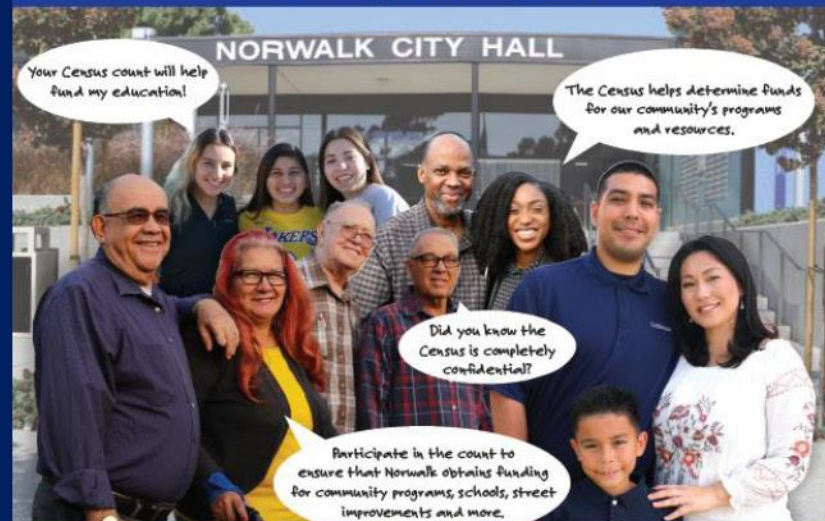
**EVERYONE
COUNTS**

**TODOS
CUENTAN**

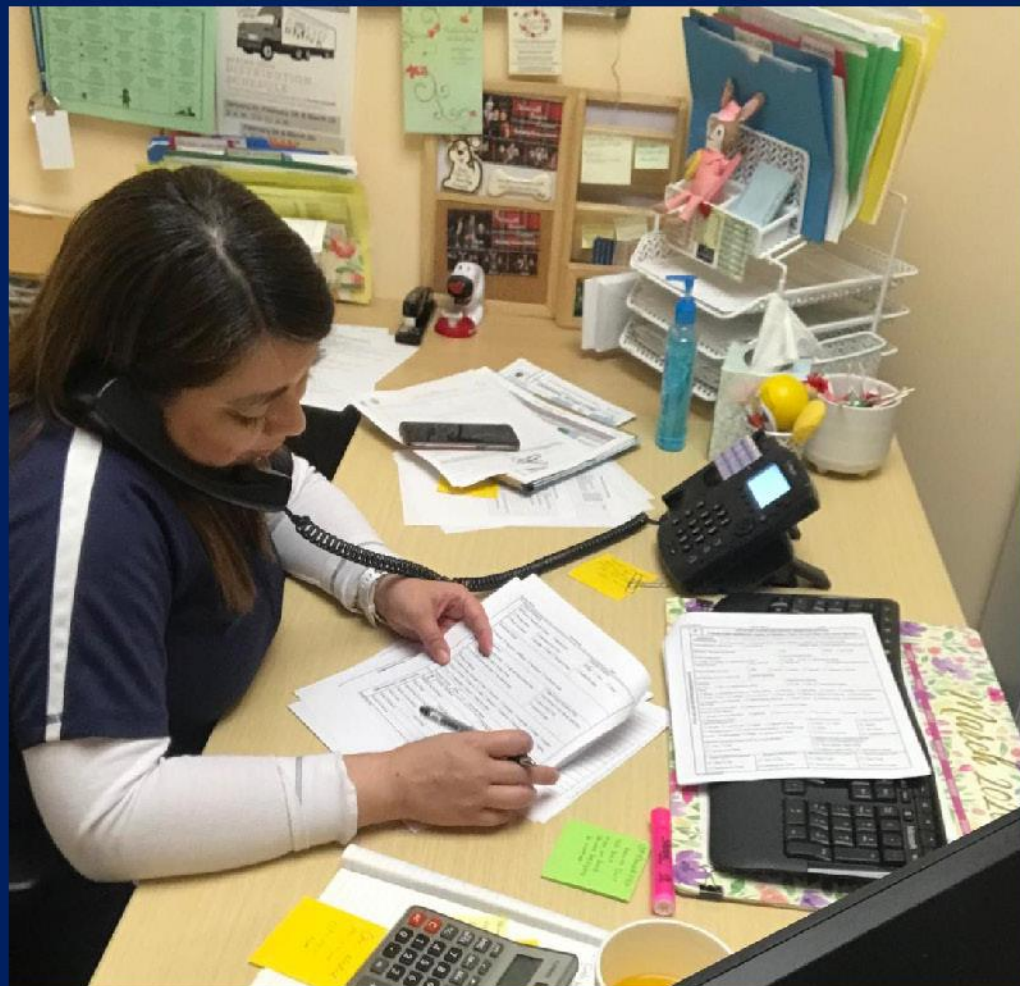
Census Day is April 1, 2020!
Participate in the count to
ensure that Norwalk obtains
funding for community
programs, education, street
improvements and more.

**EVERYONE COUNTS
TODOS CUENTAN**

Census Day is April 1, 2020!



CAMPAIGN DURING COVID-19



Senior
Wellness
Calls; Asking
about
Census

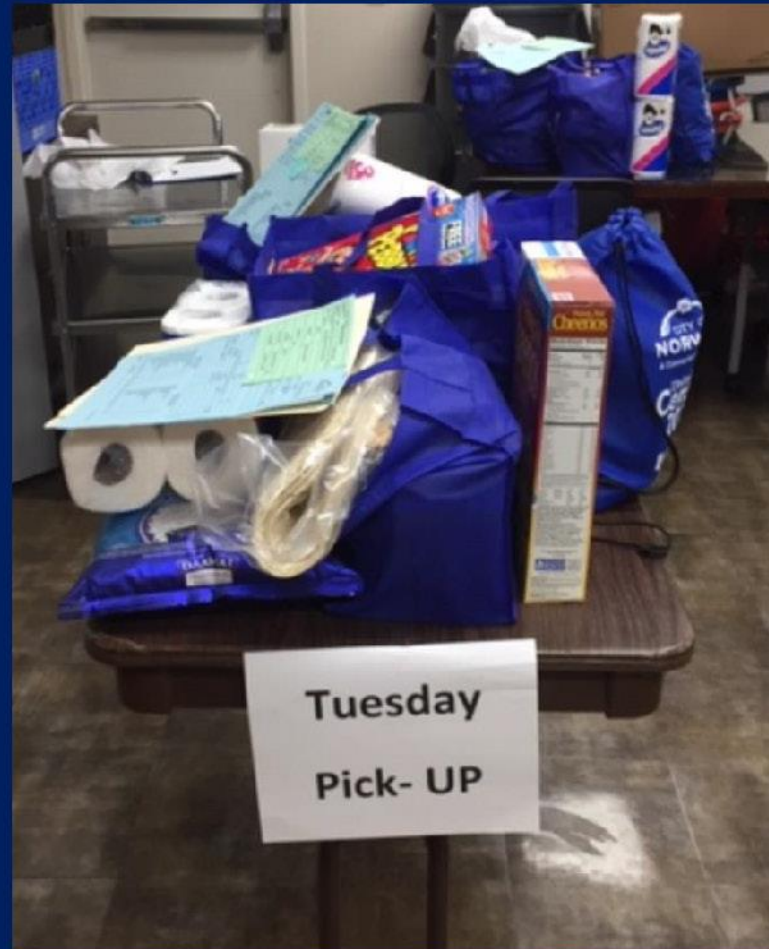
CAMPAIGN DURING COVID-19

Food Pantry



CAMPAIGN DURING COVID-19

Senior Delivery and Pick-up Meal



CAMPAIGN DURING COVID-19

Parade Route in HTC areas: mailer, posters, social media



CAMPAIGN OVERVIEW



CAMPAIGN OVERVIEW



NEXT STEPS

- Social Media Campaign
 - Selfie “We Count” Challenge
- School Uniform Project
- Smaller Parade in August/September



Priscilla Segura
Communications and Public Affairs Manager
562-929-5753
psegura@norwalkca.gov



LA COUNTYWIDE COMPLETE COUNT COMMITTEE

July 23, 2020



AGENDA

- I. We Count LA Impact To Date
- II. New Funding Opportunities & Paid Canvassing Program
- III. Census Week of Action

WE COUNT LA IMPACT TO DATE STATS

WCLA GRANTEE OUTREACH TOPLINE NUMBERS

FROM MARCH 30 – July 5

2.4M

PHONE CALLS & TEXT
MESSAGES SENT

25.7M

SOCIAL MEDIA IMPRESSIONS

91K

FLIERS + MAILERS + COLLATERAL
DISTRIBUTED

60.5M

ATTENDEES AT EVENTS
(Meetings, Trainings & Webinars)

138M

REPORTED IMPRESSIONS ACHIEVED
THROUGHOUT THE CAMPAIGN TO-DATE*

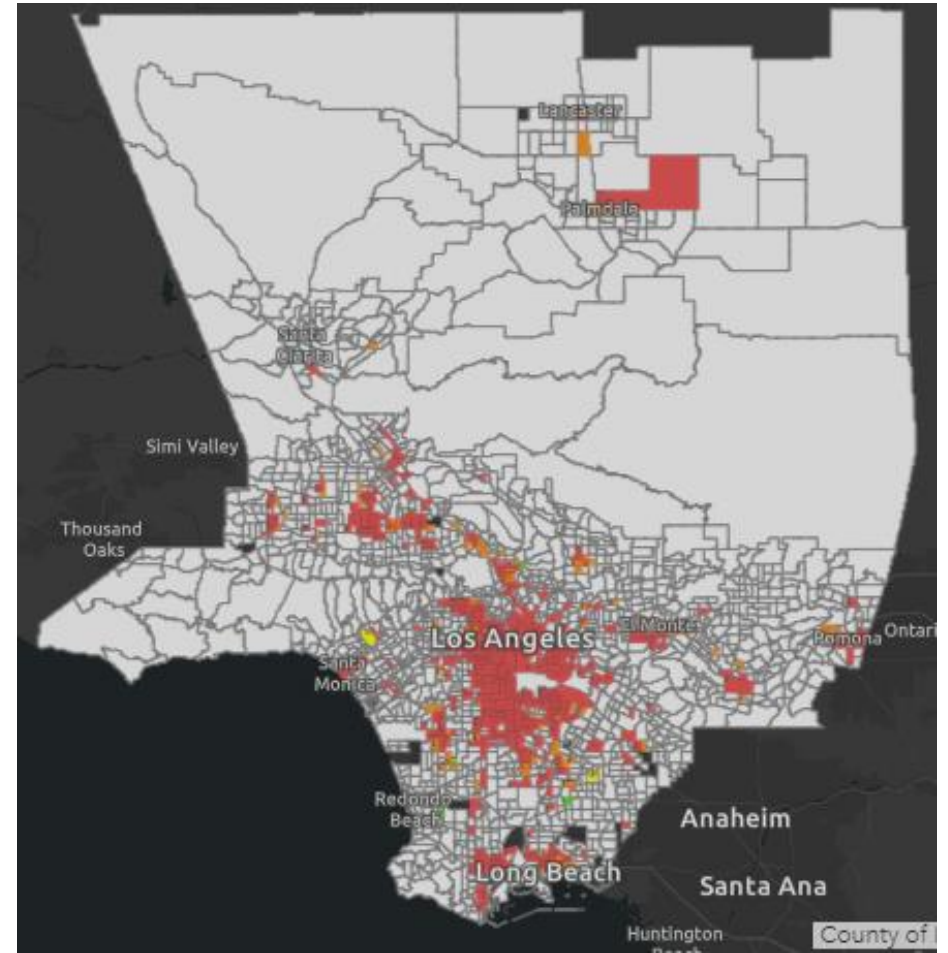
*Through July 5

NEW FUNDING OPPORTUNITIES & PAID CANVASSING

ADDITIONAL FUNDING FOR DIRECT OUTREACH

- Open to existing partners + new applicants
- Hyper targeted outreach to [500+ low-response HTC tracts 69+](#)
- Direct outreach activities supported through October 31, 2020:
 - **Door-to-Door Canvassing**
 - **Phone Banking**
 - **Text Banking**
 - **Community Assistance Centers**
- Budget request can include resources for health + safety measures as well as language access services (in-person translation and interpretation)
- [Q&A is available](#) to provide additional information

Grants will be awarded on a rolling basis through the month of July. We encourage that requests be submitted by July 31st.



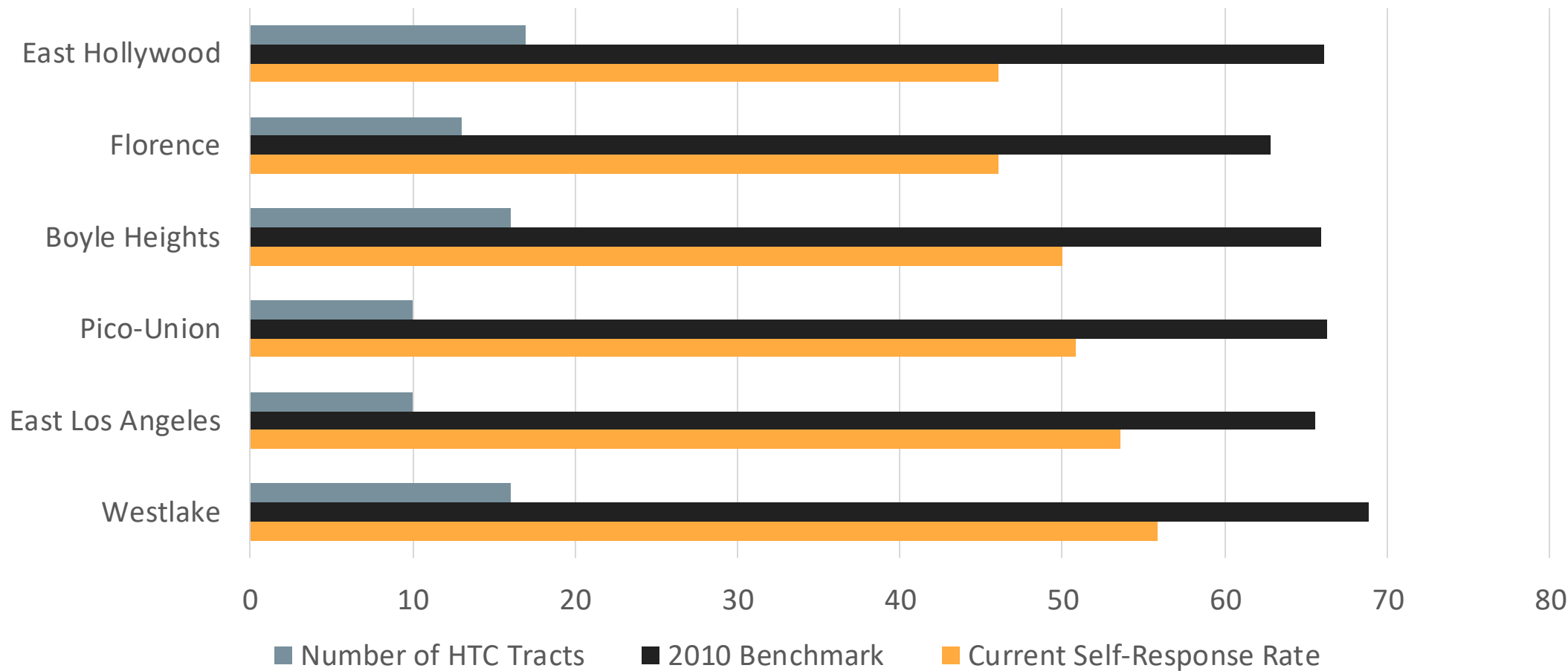
PAID FIELD CANVASSING PROGRAM

OVERVIEW

- We launched a paid canvassing and phone program in **213 tracts, targeting 42% of all HTC tracts in region 8**
 - Phase I: 98 tracts + Phase II: 115 tracts
 - Have high HTC density
 - Are under 70% of the 2010 census benchmark
 - Are under 60% in self-response rates
- On-the-ground organizers for door knocking + live operator calls (10,000 numbers per day, in multiple languages)

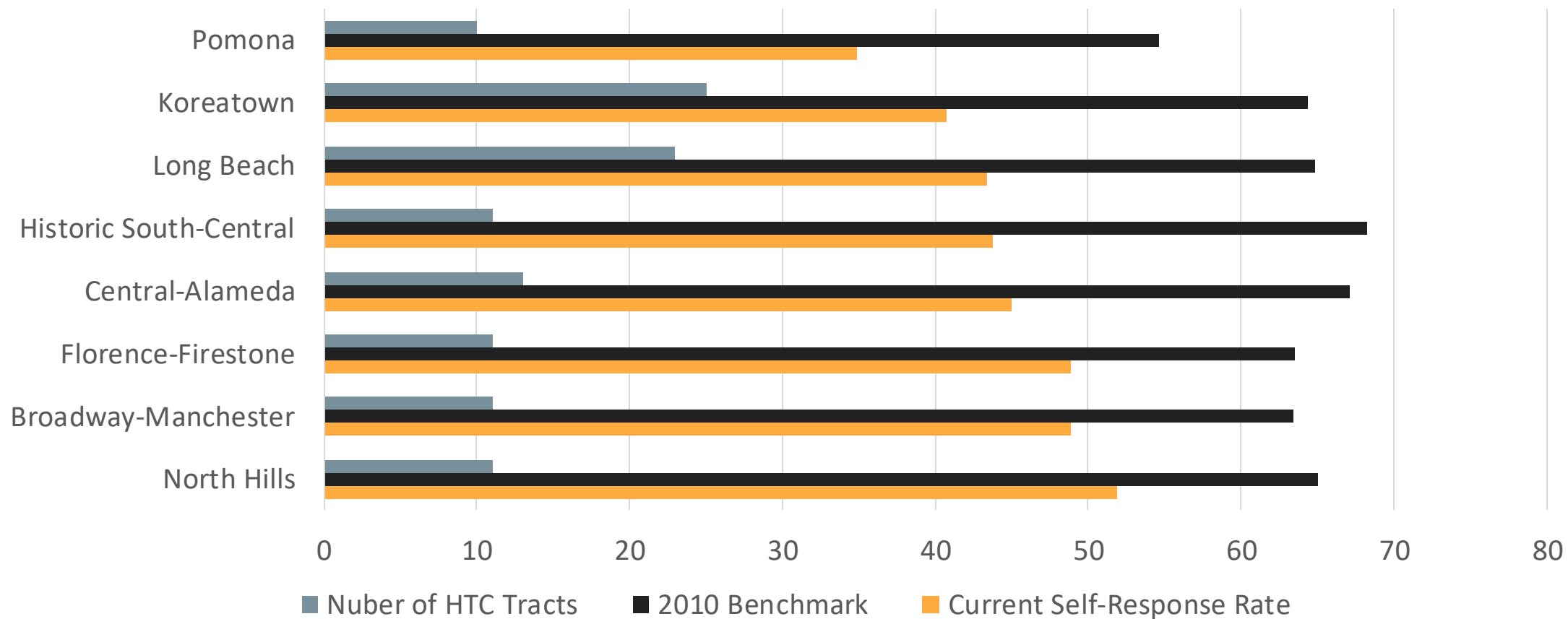
PAID FIELD CANVASSING PROGRAM

PHASE I HTC AREAS



PAID FIELD CANVASSING PROGRAM

PHASE II HTC AREAS



PREPARING FOR CENSUS WEEK OF ACTION

GOALS FOR LA REGION CENSUS WEEK OF ACTION

- Drive home the urgency and benefits of raising the response rate and the showcase the unique outreach efforts underway to get us there.
- Create surround-sound communications effort highlighting the (re)launch of canvassing through visuals, persuasive messaging and calls-to-action that put We Count LA partners front and center.



TACTICS FOR CENSUS WEEK OF ACTION

- Pitching stories to local ethnic media. Share compelling stories of Census Week of Action with local reporters and outlets.
- Week of Action grantee amplification package. Provide timely messages, social copy and graphics aligned to these messages that grantees can leverage widely.
- Launch partnership with On The Go LA. A unique roaming food truck that partners with local restaurants will target and engage low-response neighborhoods via creative outreach efforts, i.e. iPads on-site will allow customers to fill out census forms at the truck.



TACTICS FOR CENSUS WEEK OF ACTION

- Daily social media content. Each day will highlight an issue area that benefits from census data (i.e. education, health care, etc.) with shareable, action-oriented graphics.
- Uplift canvassing and grantee efforts. Continue to support and amplify on-the-ground outreach.
- Integrate content with paid media efforts. Integrate fresh and timely content into our targeted social ads so they are seen by audiences in key priority tracts, reminding them the response period is still open, safe and more urgent than ever.



TACTICS FOR CENSUS WEEK OF ACTION

- Facebook Lives. Three Univision Facebook Lives during the week will feature We Count LA partners to help reinforce Week of Action messages and efforts. To be shared on our social channels and amplified by grantees:
 - Tuesday, July 28 at 5:00 p.m.
 - Thursday, July 30 at 12:00 p.m.
 - Friday, July 31 at 11:30 a.m.



CENSUS WEEK OF ACTION HIGHLIGHTS

- “Jump Into Census” Video Campaign – Pacoima Beautiful
 - Contact: Margarita Lopez-Pelayo, mlopez-pelayo@pacoimabeautiful.org
- SELA Arts Festival – SELA Collaborative
 - July 27, 2020 from 4pm-6pm, <https://www.selaartsfest.org/>
 - Contact: Cynthia Cortez, ccortez@selacollab.org
- “Power Hour” Virtual Live Stream Discussion – Equality CA Institute
 - July 28, 2020
 - Contact: Jeremy Payne, jeremy@eqca.org
- Faith-Based Parade in Baldwin Park – LA Voice
 - Contact: Chap Clark, Jr., chap@lavoices.org
- Khmer Census Caravan in Long Beach – Cambodian Complete Count Committee
 - August 1, 2020 at 11am, <https://www.facebook.com/events/2589059374740760/>
 - Contact: Sayon Syprasoeuth, sayon.syprasoeuth@ucclb.org
- Compton Census Caravan in South LA – Southern Christian Leadership Conference of Southern California
 - July 28, 2020 from 11am – 1pm
 - Contact: Arnetta Mack, sclc.losangeles@gmail.com



Q&A SESSION

THANK YOU

sramirez@calfund.org

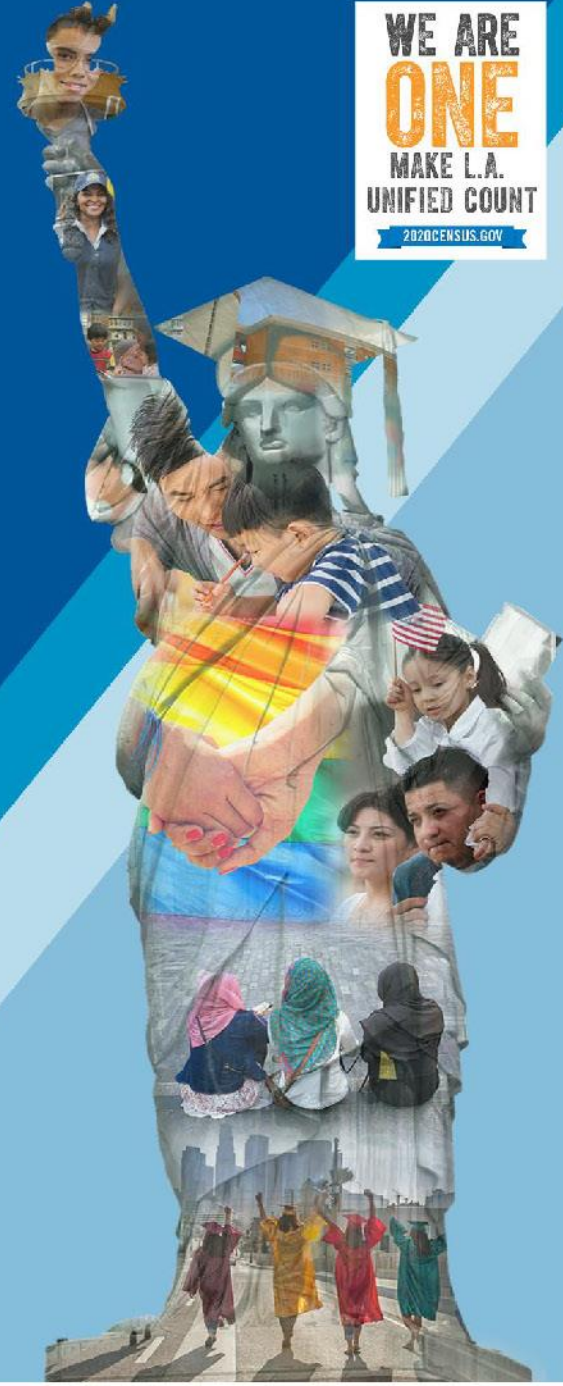
arodriguez@calfund.org

myoon@calfund.org



Complete your questionnaire at **2020Census.Gov.**

**Who can participate in the Census?
Everyone!**





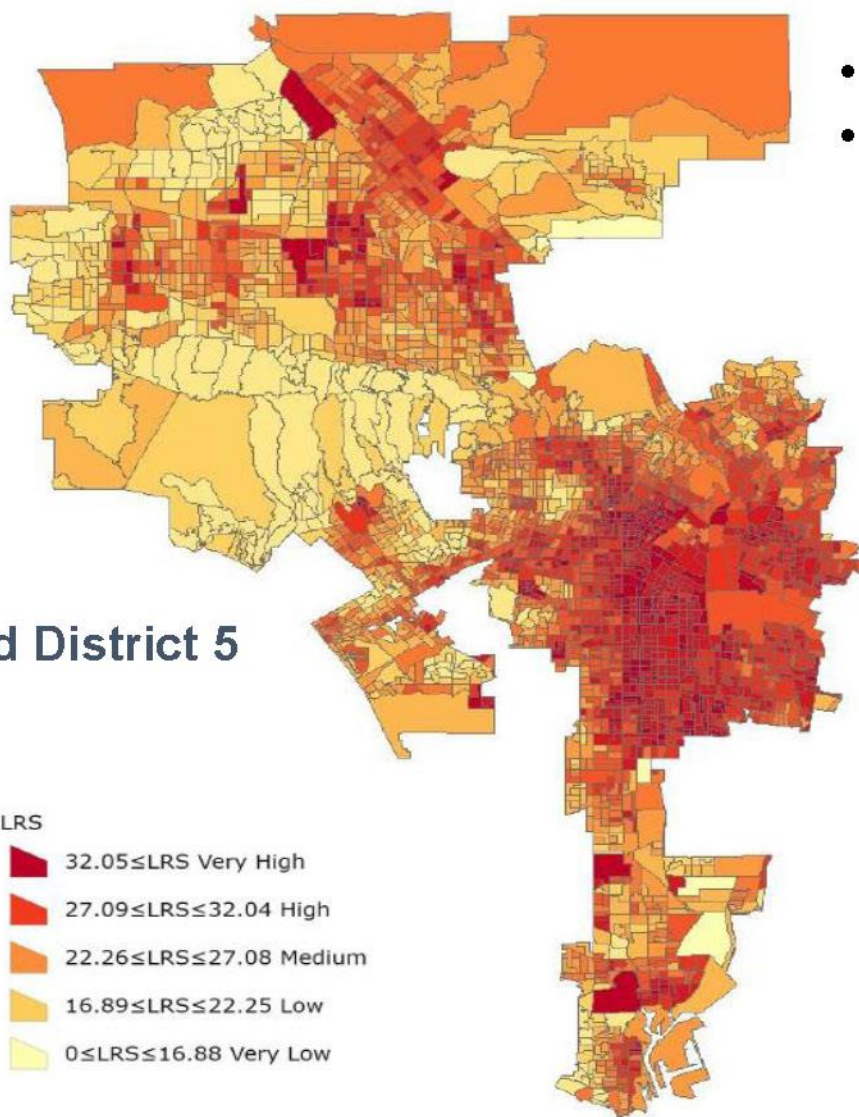
LAUSD & 2020 Census

What does it mean for our students and schools?

- Our students and classrooms benefit from approximately \$500 million provided annually to the Los Angeles Unified.
- The dollars fund important school roles such as teachers, nurses, staff and health services, and family engagement services, specifically through Title I, II and IV dollars.
- This funds family engagement, health, enrichment and afterschool, and other vital programs.



LAUSD & Hard-to-Survey Populations



- Help us turn these colors from red and orange to yellow!
- If we increase participation, we generate additional resources and dollars.

Neighborhoods with Census Block Groups that have
“Very High” LRS Scores:

- | | | |
|------------------|----------------------|-----------------|
| • Pacoima | • East Los Angeles | • Hollywood |
| • Arleta | • El Sereno | • Koreatown |
| • Baldwin Hills | • Florence-Firestone | • Little Tokyo |
| • Boyle Heights | • Gardena | • Mid City |
| • Canoga Park | • Harbor City | • Panorama City |
| • Del Rey | • Harbor Gateway | • San Pedro |
| • Downtown | • Highland Park | • Silverlake |
| • East Hollywood | | • Watts |



LAUSD & Hard-to-Survey Populations

- **Los Angeles Unified 2020 Census Awareness Weeks:**
 - June 1-5
 - September 14-18
- **Grab & Go Promotion:** During 2020 Census awareness weeks with postcard and hand sanitizer distributions for families, volunteers and staff will wear.
 - 2020 Census facemasks and vinyl banners to promote the online questionnaire page.
- **Online We Are One Workshops with Community Partners:** Virtual series of We Are One family workshops highlighting 2020 Census, immigration, tenant, and health rights.
- **Census Assistance at the Los Angeles Unified COVID Helpline:** Agents will be prepared to inform families about the 2020Census.Gov website and basic information requested by the questionnaire.
- **We Are One Public Service Announcements:** A PSA is available in six languages and inform families how classrooms, schools and communities benefit from the Census.



LAUSD & Hard-to-Survey Populations

- **Use of BlackBoard Messaging:** Scheduling recorded phone calls, text messages, and email directly to families.
- **Resources for Personnel:** Toolkit and upload of promotional content on our learning management system.
- **Media and Social Media Outreach:** Continue to lead messaging and support media inquiries, social media posts and paid boost posts, and promoting the Census on the District main page.
- **2020 Census MOU with Third Party Organizations:** The Los Angeles Unified is processing agreements for organizations funded to lead 2020 Census engagement remotely in coordination with school administrators.



LAUSD & Hard-to-Survey Populations

PUBLIC SERVICE ANNOUNCEMENT



Llene su cuestionario en **2020Census.Gov.**

**¿Quién debe participar en el Censo?
¡Todos!**



**WE ARE
ONE**
MAKE L.A.
UNIFIED COUNT
[2020CENSUS.GOV](https://2020census.gov)

Thank you!



Los Angeles County
Office of Education



Los Angeles County Office of Education

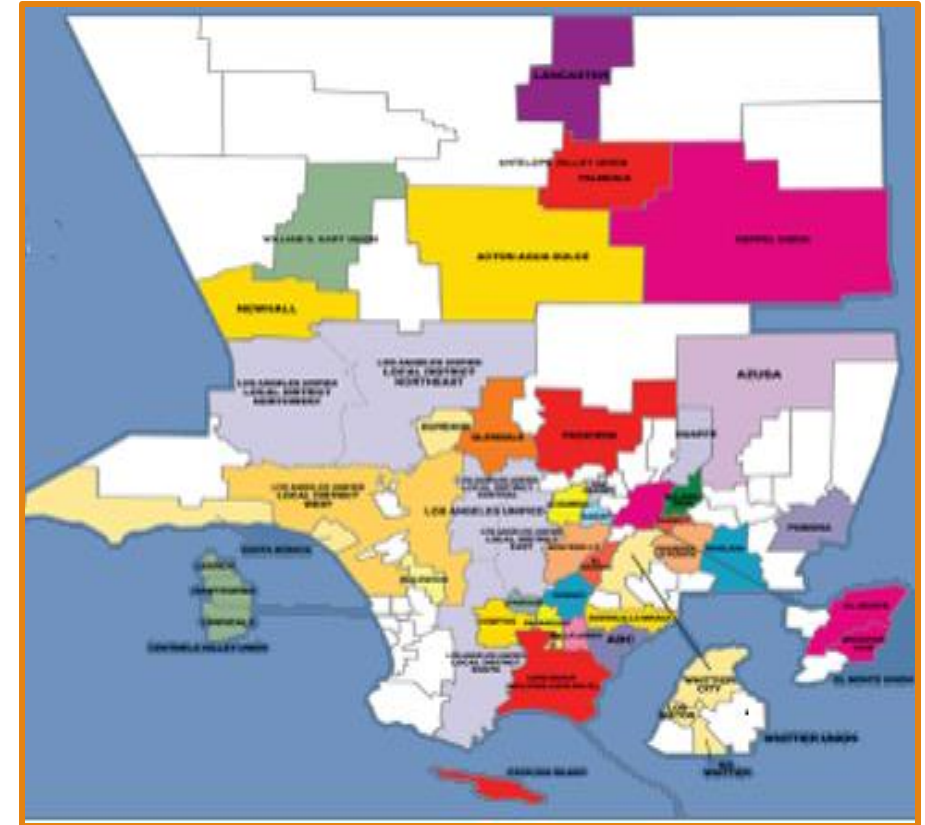
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LACOE Census Overview

LACOE has focused Census outreach efforts with 38 districts and 9 LACOE authorized charters that were identified as having HTC areas.

From May 16 to July 7, there have been 14,807 'impressions' recorded by the districts and charter schools. These impressions are from various types of activities, such as:

- Advertising
- Curriculum
- Education Forum
- Events
- Flyers
- Meetings
- Phone banking
- Social Media
- Other Activities (e.g. nudge alerts, pledge cards, etc.)



District – Activities

- Flyers and Census branded merchandise at **grab & go sites** and summer resource pick-up days
- Sub-**Webpages** dedicated to the Census and directing them to the questionnaire
- Banners at school and district sites
- **Social media** posts – district and schools
Twitter, Instagram, Facebook
- Parent/Staff **mailings** (paper & electronic)
- Individual and robo-**calls to parents**
- Staff and/or student videos
- WeCountLA **Caravan** participation

Spotlights on YOU

We want to highlight what you are doing to ensure a complete count and inspire others in their efforts.

These last few months school districts and charters schools have continued to keep the Census message going and promoting how everyone in LA County will benefit from a complete count! Here are some spotlights:



Picture on the [Garvey School District](#) homepage.

Alhambra Unified and Alhambra Source announced the eight K-8 winners of the [2020 Census Storytelling Contest](#). The district's Census team also teamed-up with their students to create a video to promote the Census to parents. [This video](#) includes info in Spanish, Mandarin, Cantonese, Indonesian, Vietnamese, and ASL.

On June 17th, WeCountLA hosted over 30 Census caravans across the county and several districts had active participation. The **Lancaster School District** Welcome and Wellness Department joined the [Antelope Valley Partners for Health](#) Caravan. **Pomona Unified** joined the Pomona Caravan handing out flyers, stickers and bags. **El Rancho Unified** also participated in the [Pico Rivera Census caravan](#) and also distributed Census bags with information and promotional items throughout the day.

Inglewood Unified and **Compton Unified** were both able to capitalize on [#Wondalunch](#) events where several hundred families were fed and received Census information. **Los Angeles Unified** hosted a 2020 Census Town Hall with CHIRLA on June 24th with over 500 participants in attendance on Zoom.

Are you also using social media channels? Please follow @LACOE and let us know where to follow you on Twitter, Facebook or Instagram. Include #CAstudentsCount in all your future posts! Want to let us know of your upcoming or past outreach activities? [Email us](#) here so we can share with others.

District Spotlight – Alhambra Unified

In "My Mother at 13: A Vendor in El Salvador," a Garfield Elementary Student Introduces Her Mother to the World

NEXT »

 **Alhambra Source Storytelling Competition**



Allison Gonzalez is the 1st Place Winner in the 6th-8th grade category of the Alhambra Source Storytelling Competition. She is a 8th grader at Garfield Elementary. Photos by Helen Arase.

Alhambra Source @AlhambraSource · Jul 10

An @alhambrausd teacher, José Sanchez, invited @RepJudyChu to talk with his summer school students about the census. The deadline for responding to Census 2020 has been extended to Oct. 31. Reply online, by phone or mail.



U.S. Rep. Judy Chu Talks with Students About Census 2020

AUSD teacher José Sanchez invited U.S. Rep. Judy Chu to talk with his summer school students about the census. The deadline for responding...

alhambrasource.org



District Spotlight-El Rancho Unified



District Spotlight – Inglewood Unified



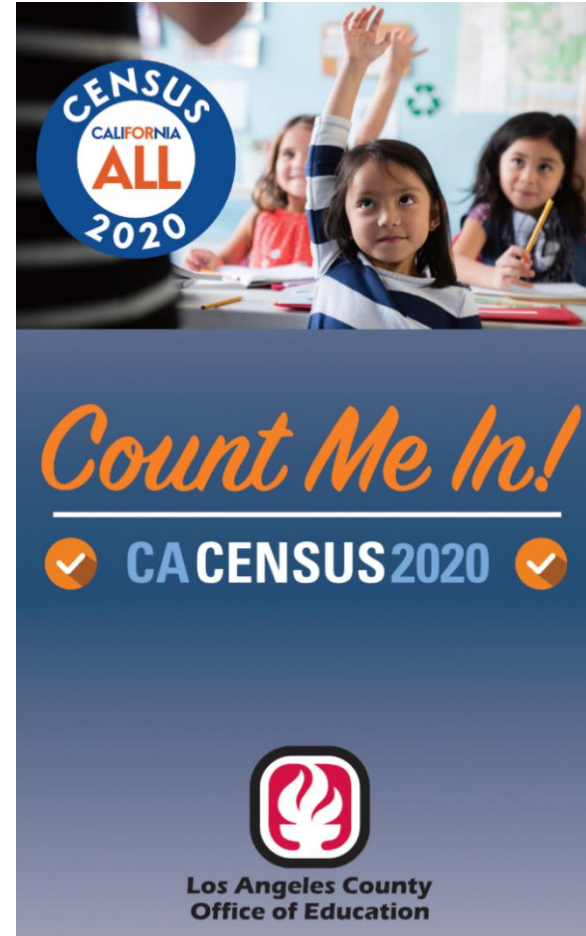
Inglewood Unified School District @INGUSD · May 29
Census 2020 Outreach at Inglewood Unified's Crozier Middle School at the [#wondalunch](#) event. We are out until 3 pm. [#WeAreInglewoodUnified](#)



LACOE Census Team

We continue to provide districts and charters with online and physical tools and resources such as:

- Digital and printed fliers, and other promotional materials
- Scripts and ready to share content (emails, texts and phone calls)
- Hosting Zoom meetings with districts and charters to provide low-response updates, share upcoming opportunities for engagement, and exchange best outreach practices
- Bi-weekly newsletters with updates, resources, and shout-outs from partner organizations, the Census Bureau, and LACOE
- Staff availability for online Census presentations and virtual events
- Participation in outdoor events (with social distancing and following CDC guidelines)



LACOE Census Activities

LACOE Staff Spotlights

Two of our LACOE staff members were panel participants of Facebook Live events during the CA Census Week of Action.

On June 22nd, Dr. Victor Thompson, Director of Student Support Services for LACOE participated in the [Honoring Fathers and Empowering Families](#) conversation. This video has 10.6K views!

On June 23rd, Carolina Sheinfeld, Immigrant Relations Coordinator for LACOE participated in the discussion on how the Census affects the [LGBTQ+ and immigrant communities](#). This video has 46.1K views!

Also, on June 17th, Census Program Specialist Esmeralda Flores participated in the Long Beach Census Caravan. Here is a [short video](#) she posted on her Facebook encouraging people to be counted. You can see a photo that includes her red Camry in this [news article](#) about the Census caravans across the county.



Carolina Sheinfeld on top left.



Census video from inside car during the Long Beach caravan!

LACOE Census Activities

Carolina Sheinfeld + 6 • 26m

2020 Census Outreach - LA County School Districts & Charters

Your opinion counts!

In the current environment, how do we have meaningful conversations with our families about Census?

What resources would be most helpful from LACOE in these final months?

LACOE would like to provide more training on digital outreach with some partners from FENTON and others; what topics would you like to see us cover?

Has your School District / Charter School used most of the funds distributed? (please identify yourself when you comment)

Do you have any upcoming events / activities you'd like to share with LACOE and others? (please list your district / school name)

Printed Materials

0

2 comments

Anonymous 1h
Check in meeting with this group is a

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Los Angeles County
Office of Education

Los Angeles County Office of Education June 2020 Census Newsletter I

The U.S. Census Bureau has declared June 17th as a **Census Day of Action**. In this newsletter you will find several opportunities to participate and promote the 2020 Census Count today and throughout the week.

[Take Part in the Count.](#)

Census Self-Response Rates

All of our collective efforts make a difference. The self-response rate is still increasing but at a slower pace. Keep the outreach going! Participate and share in the many actions that are happening!

Response Rates as of 6/15/2020	
National	61.4%
State	62.5%
LA County	57.5%

The U.S. Census Bureau has extended the self-response date to **October 31**. This means that our communities may complete the Census form in the safety of their home, either online, by phone, or by mail.

Los Angeles County Map Response Rate
Source: U.S. Census

Looking Forward



Upcoming / Proposed Activities (July – October):

- Continue Zoom meetings and send e-newsletters with updates on self-response rates throughout the county and resources
- Updated digital messaging and Census branded materials for Back-to-School
 - New downloadable items will be added to the LACOE digital toolkit (*thanks to CCF/Fenton*)
- Provide physical fliers and promotional materials for school touch points
- Participate in Census Weeks– national and local actions for districts and charters

Looking Forward

LACOE will lead the “**LA County Census Chalkathon**”
Monday, August 17- Monday, September 7

- We encourage all schools and districts to participate during this **three-week action**
- We will be posting **updates on social media** and will identify a host site
- We will be posting a **Chalk art workshop** (created by Puente LA) for kids to get ideas
- We will offer weekly **raffles** to students who **participate and post-up a photo**
- We will be providing **chalk at specific grab & go sites** throughout the county
- We are hiring professional artists to create pieces specifically in hard-to-count census tracts
- **We love partnerships and participation from the LA County, cities, and organizations**
 - Recommend chalk artists
 - Help secure locations for professional chalk art pieces
 - Promote to your contacts on social media platforms
 - Participate and submit pieces on behalf of your org or agency

More info: Email or call Esmeralda Flores
flores_Esmeralda@lacoed.edu or (562) 774-6991





State of California Complete Count Office

Cecil C. Flournoy,

Regional Program Manager

California Complete Count Census 2020

Cecil.Flournoy@census.ca.gov

U.S. Census Bureau

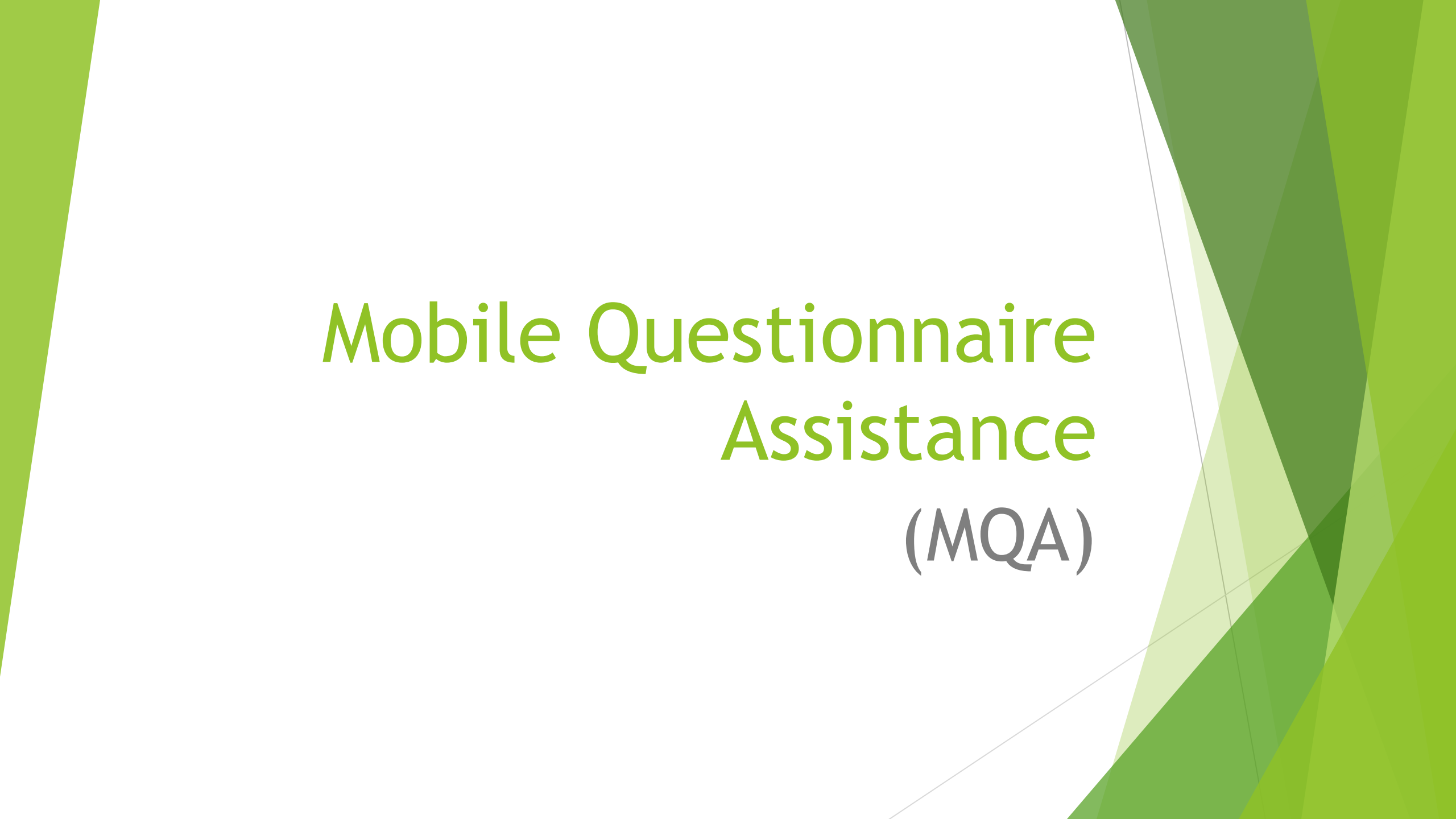
CPEP Updates for NRFU, MQA, Census Week of Action, GQ/SBE



Meredeth Maxwell meredeth.d.maxwell@2020census.gov &
Tammie Brown tammie.n.brown@2020census.gov
Partnership Coordinators Los Angeles Region

Non-Response Follow Up (NRFU)

- NRFU will begin August 11th
- Census Field Supervisor and Enumerator selections had previously been made. Usually over-select for needed positions to ensure all needed positions can be filled.
- Areas Census Offices are prepping for upcoming trainings and securing training locations for enumerator training.
- All local COVID19 guidelines are followed, everyone wears a face mask, maintains social distancing, etc.
- Woodland Hills is desperate for Orientation day locations. Orientation Day appointments are set to so many every hour, depending on the size of the site - to ensure social distancing. Your assistance with parking lot leads would be extremely helpful.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Mobile Questionnaire Assistance (MQA)

2020 Census Mobile Questionnaire Assistance (MQA) Overview

Modified Operational Plan

WHAT WILL THE MODIFIED MQA INCLUDE?

MQA is a nationwide operation in low-responding areas to promote and assist with responding to the 2020 Census. The modified MQA will target places where people visit when leaving home such as grocery stores, pharmacies, faith-based organizations, food pantries, libraries (if reopened), and city offices, as opposed to large public events.

Additionally, MQA staff will engage in activities that drive people to respond in the lowest responding neighborhoods.

HOW IS THE U.S. CENSUS BUREAU IDENTIFYING LOW RESPONSE AREAS FOR MQA?

- We will use actual response rates to identify locations in low-response areas on a weekly basis.
- Additionally, low-response areas with language needs not offered by Census Questionnaire Assistance will be identified.

Important note: Conditions on the ground are rapidly changing each day, as people continue to test positive for COVID-19. This evolving environment may directly affect the Census Bureau's ability to conduct the modified MQA program in several areas of the nation. Census professionals will continue monitoring conditions throughout the nation on a daily basis and will instruct staff where MQA events cannot be conducted safely.

Connect with us
@uscensusbureau
For more information:
2020CENSUS.GOV
D-15-02P-ENR-024

WHAT LANGUAGE ASSISTANCE IS AVAILABLE?

- People can respond online (or by telephone) in English or in 12 select languages.
- The MQA representatives will have instructions available in 59 non-English languages on how to complete the English questionnaire.
- The MQA representatives can provide the direct phone lines for English and the 12 other languages.

HOW CAN PEOPLE IDENTIFY OFFICIAL CENSUS RESPONSE REPRESENTATIVES?

- All 2020 Census staff will have an ID badge that includes their name, photograph, a U.S. Department of Commerce watermark, and an expiration date.
- Census response representatives will have an official bag and a Census Bureau-issued tablet—all bearing the U.S. Census Bureau logo.
- Locations will be identified with banners bearing the 2020 Census logo.

WHEN WILL MOBILE QUESTIONNAIRE ASSISTANCE BE AVAILABLE?

The Census Bureau soft-launched the MQA program the week of July 6. The full operation will begin in designated low-response areas the week of July 13.

Shape
your future
START HERE >

United States
Census
2020

Census Week of Action-July 27th

- **Media Surge:** The Census Week of Action will be our last media push to raise self-response which ends Oct. 31st. This will be a combination of earned and paid media blasted in select news markets in our Region.
- The media surge will be in English, Spanish, and the Asian languages available online.
- For the LA Region, the surge will be from July 27th to August 2nd.
- The markets where this will take place in California are:
 - Los Angeles (5 county area)
 - San Francisco (Bay Area counties)
 - Sacramento-Stockton-Modesto
 - San Diego
 - Las Vega
 - Fresno
 - Salinas
 - Bakersfield
 - Anchorage
- These markets were chosen by HQ based on self-response and population.
- We will work with partners to further amplify the message via:
 - July 24-26th Faith Communities Weekend of Action
 - Caravans
 - Social Media

Group Quarters/Service Based Enumeration

GQ/SBE

- Area Census Offices are currently conducting Transitory Location Advanced Contact to reconfirm Point of Contacts and identify date of enumeration (TLAC kicked off 7/13)
- SBE/TNSOL – Dates 9/22 to 9/24
 - ACOs will re-do previous work: Re-Do the Add Template/ re-do TNSOL Canvassing; and will Re-contact all Service Providers to Reschedule
 - Dates for Re-Dos TBD
- SBE – Counting hotels/motels as part of SBE (under shelter type code)
- Community Gatekeepers (law enforcement/social workers/outreach staff etc.) due to Title 13 are **not** allowed to aid during SBE.
- Staffing for SBE-We are using the NRFU in field staff.
- Project Room-key locations will be coded the same as Shelters, and therefore enumerated in the same way. These types of locations are eligible for the Paper Response Data Collection enumeration method, which means these locations CAN submit a spreadsheet to Census, and do not require in-person interviews.
- SBE is anchored to the SBE dates - NOT April 1!

Questions, Answers, Announcements & Public Comment



Please type your questions, announcements, or comments into Skype chat box, or email them to **census@ceo.lacounty.gov**.



Thank You!

The next Countywide Outreach Complete Count
Committee Meeting is scheduled for:

September 24, 2020 (Tentative)
9:30 am – 11:30 am